



WGHP-TV

## ORDER

Print Date 10/15/12

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Flight Dates 10/09/12-10/15/12

Contract / Revision 581311 /

Original Date / Revision  
10/15/12 10/15/12

Advertiser American Crossroads

Agency Crossroads Media, LLC.

Buying Contact Stephanie Maroney

66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314Product  
American Crossroads

Agency Com 15%

Billing Contact

66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 1088

Alt Order # 9836705

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL ISS POL

Product Codes PL2A

Priority 3

Advertiser Ref

- revision

Primary Account Executive  
Brad Philipps

Account Executive	Order%	Start Date	End Date
Brad Philipps	100%		

Order Share 30% Market Value 191083

Competing Station	% of Order	Amount
UNKWN	%	0
WFMY	31%	59235
WGPX	%	0
WLXI	%	0
WTWB	%	0
WUNL	%	0
WUPN	%	0
WXII	35%	66879
WXLV	4%	7643

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	88	\$48,726.25	\$57,325.00	0.00	10/01/12	10/15/12	88	\$48,726.25	\$57,325.00
Totals	88	\$48,726.25	\$57,325.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	8	10/09/12	10/09/12	M-F 5-6a FOX 8 Morning News	CM-All	5-6a	-T-----	:30	1	\$320.00	3	0.00	NM	1	\$320.00
FOX 8 NEWS AT 5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	-T-----	1			\$320.00		0.00					
2	8	10/10/12	10/10/12	M-F 5-6a FOX 8 Morning News	CM-All	5-6a	--W----	:30	1	\$320.00	3	0.00	NM	1	\$320.00
FOX 8 NEWS AT 5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	--W----	1			\$320.00		0.00					
3	8	10/11/12	10/11/12	M-F 5-6a FOX 8 Morning News	CM-All	5-6a	---T---	:30	1	\$320.00	3	0.00	NM	1	\$320.00
FOX 8 NEWS AT 5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					







														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
33	8	10/11/12	10/11/12	M-F 9a-10a Fox 8 Morning News	CM-All	9a-10a	---T---	:30	1	\$350.00	3	0.00	NM	1	\$350.00
FOX 8 NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---T---	1		\$350.00		0.00						
34	8	10/12/12	10/12/12	M-F 9a-10a Fox 8 Morning News	CM-All	9a-10a	----F--	:30	1	\$350.00	3	0.00	NM	1	\$350.00
FOX 8 NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	----F--	1		\$350.00		0.00						
35	8	10/15/12	10/15/12	M-F 9a-10a Fox 8 Morning News	CM-All	9a-10a	M-----	:30	1	\$500.00	3	0.00	NM	1	\$500.00
FOX 8 NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$500.00		0.00						
36	8	10/09/12	10/09/12	M-F 10-11a M-F 10a-11a	CM-All	10-11a	-T-----	:30	1	\$120.00	3	0.00	NM	1	\$120.00
RACHAEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-T-----	1		\$120.00		0.00						
37	8	10/10/12	10/10/12	M-F 10-11a M-F 10a-11a	CM-All	10-11a	--W----	:30	1	\$120.00	3	0.00	NM	1	\$120.00
RACHAEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	--W----	1		\$120.00		0.00						
38	8	10/11/12	10/11/12	M-F 10-11a M-F 10a-11a	CM-All	10-11a	---T---	:30	1	\$120.00	3	0.00	NM	1	\$120.00
RACHAEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---T---	1		\$120.00		0.00						
39	8	10/12/12	10/12/12	M-F 10-11a M-F 10a-11a	CM-All	10-11a	----F--	:30	1	\$120.00	3	0.00	NM	1	\$120.00
RACHAEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	----F--	1		\$120.00		0.00						
40	8	10/15/12	10/15/12	M-F 10-11a M-F 10a-11a	CM-All	10-11a	M-----	:30	1	\$140.00	3	0.00	NM	1	\$140.00
RACHAEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$140.00		0.00						
41	8	10/09/12	10/09/12	M-F 11a-12p M-F 11a-12p	CM-All	11a-12p	-T-----	:30	1	\$120.00	3	0.00	NM	1	\$120.00
KATIE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-T-----	1		\$120.00		0.00						
42	8	10/10/12	10/10/12	M-F 11a-12p M-F 11a-12p	CM-All	11a-12p	--W----	:30	1	\$120.00	3	0.00	NM	1	\$120.00
KATIE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	--W----	1		\$120.00		0.00						
43	8	10/11/12	10/11/12	M-F 11a-12p M-F 11a-12p	CM-All	11a-12p	---T---	:30	1	\$120.00	3	0.00	NM	1	\$120.00
KATIE															



														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
53	8	10/11/12	10/11/12	M-F 5-530p Fox 8 News at 5pm	CM-All	5-530p	---T---	:30	1	\$1,000.00	3	0.00	NM	1	\$1,000.00
FOX 8 NEWS AT 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---T---			1			\$1,000.00		0.00			
54	8	10/12/12	10/12/12	M-F 5-530p Fox 8 News at 5pm	CM-All	5-530p	----F--	:30	1	\$1,000.00	3	0.00	NM	1	\$1,000.00
FOX 8 NEWS AT 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--			1			\$1,000.00		0.00			
55	8	10/15/12	10/15/12	M-F 5-530p Fox 8 News at 5pm	CM-All	5-530p	M-----	:30	1	\$1,400.00	3	0.00	NM	1	\$1,400.00
FOX 8 NEWS AT 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----			1			\$1,400.00		0.00			
56	8	10/09/12	10/09/12	M-F 530-6P Fox 8 Early News 530-6P	CM-All	530-6p	-T-----	:30	1	\$1,000.00	3	0.00	NM	1	\$1,000.00
FOX 8 NEWS AT 530P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----			1			\$1,000.00		0.00			
57	8	10/10/12	10/10/12	M-F 530-6P Fox 8 Early News 530-6P	CM-All	530-6p	--W----	:30	1	\$1,000.00	3	0.00	NM	1	\$1,000.00
FOX 8 NEWS AT 530P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--W----			1			\$1,000.00		0.00			
58	8	10/11/12	10/11/12	M-F 530-6P Fox 8 Early News 530-6P	CM-All	530-6p	---T---	:30	1	\$1,000.00	3	0.00	NM	1	\$1,000.00
FOX 8 NEWS AT 530P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---T---			1			\$1,000.00		0.00			
59	8	10/12/12	10/12/12	M-F 530-6P Fox 8 Early News 530-6P	CM-All	530-6p	----F--	:30	1	\$1,000.00	3	0.00	NM	1	\$1,000.00
FOX 8 NEWS AT 530P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--			1			\$1,000.00		0.00			
60	8	10/15/12	10/15/12	M-F 530-6P Fox 8 Early News 530-6P	CM-All	530-6p	M-----	:30	1	\$1,400.00	3	0.00	NM	1	\$1,400.00
FOX 8 NEWS AT 530P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----			1			\$1,400.00		0.00			
61	8	10/09/12	10/09/12	M-F 6-630p Fox 8 News at 6pm	CM-All	6-630p	-T-----	:30	1	\$1,400.00	3	0.00	NM	1	\$1,400.00
FOX 8 NEWS AT 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----			1			\$1,400.00		0.00			
62	8	10/11/12	10/11/12	M-F 6-630p Fox 8 News at 6pm	CM-All	6-630p	---T---	:30	1	\$1,400.00	3	0.00	NM	1	\$1,400.00
FOX 8 NEWS AT 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---T---			1			\$1,400.00		0.00			
63	8	10/15/12	10/15/12	M-F 6-630p Fox 8 News at 6pm	CM-All	6-630p	M-----	:30	1	\$2,000.00	3	0.00	NM	1	\$2,000.00
FOX 8 NEWS AT 6P															







														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
83	8	10/10/12	10/10/12	X Factor Wednesday The X Factor	CM-All	8-10p (8:00 PM-10:00 PM)	--W----	:30	1	\$2,600.00	3	0.00	NM	1	\$2,600.00
THE X-FACTOR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--W----					1	\$2,600.00		0.00			
84	8	10/11/12	10/11/12	X Factor Thursday The X Factor	CM-All	8-9p (8:00 PM-9:00 PM)	---T---	:30	1	\$2,400.00	3	0.00	NM	1	\$2,400.00
X-FACTOR RESULTS SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---T---					1	\$2,400.00		0.00			
85	8	10/13/12	10/13/12	ACC Football pregame ACC Football pregame	CM-All	12-1215p (12:00 PM-12:15 PM)	-----S-	:30	1	\$300.00	9	0.00	NM	1	\$300.00
ACC FOOTBALL PREGAME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$300.00		0.00			
86	8	10/13/12	10/13/12	ACC Football ACC Football	CM-All	1215p-345p (12:15 PM-3:45 PM)	-----S-	:30	1	\$275.00	9	0.00	NM	1	\$275.00
ACC FOOTBALL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$275.00		0.00			
87	8	10/13/12	10/13/12	College Football on FOX College Football on FOX	CM-All	7-11p	-----S-	:30	1	\$300.00	9	0.00	NM	1	\$300.00
2012 COLLEGE FOOTBALL 9/22, 9/29															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$300.00		0.00			
E 88	8	10/14/12	10/14/12	Fox 8 News After Sports Fox 8 News After Sports	CM-All	11p-12a	-----S	:30	1	\$1,000.00	3	0.00	NM	0	\$0.00
FOX 8 10P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$1,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	8	10/08/12-10/14/12	Fox 8 News After Sports			11p-12a	-----Su	:30		<del>(\$1,000.00)</del>	0.00	NM			
Credited															
89	8	10/14/12	10/14/12	FOX News Sunday FOX News Sunday	CM-All	9-10a	-----S	:30	1	\$170.00	3	0.00	NM	1	\$170.00
FOX NEWS SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$170.00		0.00			
Totals														88	\$57,325.00